

DRJ'S 65th CONFERENCE



Resiliency in a Time of Rebuilding



ROI TOOLKIT



What's in your Toolkit:

- Expense and benefits worksheets.
- Sample conference value breakdown.
- Engagement activities.





RESILIENCY IN A TIME OF REBUILDING

As the oldest business continuity resource in the U.S., DRJ has the **in-depth education and technology** to ensure you're equipped for today's disruptions and tomorrow's emerging threats.

The tools you gain at **DRJ Fall 2021** can help you reduce downtime, increase safety, secure your data, and reduce your overall risk. You'll **save time and money** by learning how to prevent disruptions or respond swiftly when they occur.

Complete this ROI Toolkit to see just how much you will benefit.



JUSTIFICATION LETTER

Dear [Decision Maker]:

I would like your approval to attend **DRJ Fall 2021** on Sept. 19-22 in Phoenix.

DRJ conferences are the world's largest conferences dedicated to building resiliency, and attending is crucial for me to stay on top of the latest technologies, solutions, and processes to manage risk and build resiliency for our company. Now more than ever, it is imperative that our organization is well-prepared for any risk (known or unknown) we might face in the coming years.

A few key benefits which make this a worthwhile investment include the following:

Peer networking to help solve BC challenges and review our current approaches.

The conference is known for the collaborative nature of attendees and speakers in providing feedback and advice. The event builds in formal and informal networking times to facilitate this. It is invaluable to have discussions and gain knowledge from others who are facing the same challenges as us.

Immersive educational opportunities with experts.

The conference includes more than 65 sessions and workshops with 85 speakers which will allow me to focus on the areas essential for our company – all in one place instead of trying to organize various separate training sessions.

I will be able to:

- learn from industry experts and seasoned practitioners.
- gain valuable strategies to apply immediately to our company.
- acquire first-hand information from professionals who share real-life scenarios.
- learn the latest in business continuity, technology, trends, and business-related products.
- share all of these great resources, information, strategies, and more with our employees.
- A full virtual experience will be added as bonus with access to sessions for up to six months.

An efficient way to demo and review the newest technologies and solutions.

The event hosts a comprehensive exhibition floor which will allow me to meet and review the most current technologies and solution providers we need in one place. Arranging individual meetings would be cumbersome and inefficient.

This is an estimate of expenses for me to attend **DRJ Fall 2021**:

- Roundtrip airfare: \$XXXX
- Hotel: \$XXXX per night (before taxes and fees). This is a specially negotiated conference rate for attendees, is the lowest in the industry, and represents an excellent value for this area.
- Meals: \$XXXX
- Conference fee: \$XXXX

It is essential for us to be on top of the latest tools, knowledge, and education when it comes to managing risk and building resiliency. I believe this conference will empower me to bring enormous benefits to our company.

Thank you,

Your Name

EXPENSE WORKSHEET

Calculate expenses associated with attending DRJ Fall 2021 so you can weigh these costs against the benefits you'll receive by attending.

EXPENSE	DETAILS	COST
Registration Fee	Rate includes: - 8 keynote speakers - 3 full days of networking - 5 interactive workshops - 7 breakout tracks of 5 sessions each - 50+ exhibitors - 6 meals - 3+ refreshment breaks	\$1,295 through July 20, 2021 \$1,395 through Aug. 20, 2021 \$1,495 through Sept. 19, 2021
Virtual Conference (a \$995 value)	If you attend in-person, you will also have full access to the virtual show to see other sessions.	
Flight or other transportation		\$
Lodging	Special conference rate of \$239/night for a standard room at the JW Marriott Phoenix Desert Ridge Resort & Spa	\$
Airport transfer or rental car	Airport shuttle to/from JW Marriott Phoenix Desert Ridge Resort & Spa. Official car rental company is Advantage Car Rental. Average car rental rates as follows: • Economy = \$87/day • Intermediate = \$96/day • Standard = \$105/day • Full = \$113/day	\$
Mileage reimbursement	Multiply the number of miles driven by 56 cents/mile per IRS regulation	\$
Parking fees	\$20 daily on-site parking fee \$35 daily valet parking fee	\$
Food per diem	Calculate based on your organization's reimbursement policy. Note: Six meals are included with registration.	\$
TOTAL:		\$

BENEFITS WORKSHEET

Complete this worksheet to discover the value of attending DRJ Fall 2021.

CONNECTIONS	DESCRIPTION	WHAT'S THE VALUE? (LIST \$ AMOUNT IF KNOWN)
Who will I meet with at the conference?		\$
Are there relationships I can initiate or cultivate?		\$
Is there business I can close?		\$

CHALLENGES	DESCRIPTION	WHAT'S THE VALUE? (LIST \$ AMOUNT IF KNOWN)
What resources does this event provide that will solve my challenges?		\$
How much would I spend on these solutions (trainings, consultation, information products, etc.) from other sources?		\$
How much will my company save if I can recover from a disruption more quickly? (Consider cost per minute, hour, or day of downtime.)		\$
How much will my company save if I can prevent a disruption event from occurring altogether? (Consider average cost per incident.)		\$

OPPORTUNITIES	DESCRIPTION	WHAT'S THE VALUE? (LIST \$ AMOUNT IF KNOWN)
Does the conference offer discounts I plan to take advantage of? List approximate savings.		\$
Are there other opportunities in the conference city I can leverage while there? (ex: site visits, client meetings, etc.)		\$
What resources does this event offer that I can't get anywhere else? If you attend in-person, you will also have full access to the virtual show to see other sessions.		\$
TOTAL:		\$

SAMPLE WORKSHEET

In 2-3 sentences, summarize the key benefits of attending.

Calculate the total value of any items you've assigned a dollar value to.

TOTAL: \$

Compare your key benefits statements and the total dollar value on this worksheet to the expenses you outlined in the Expense Worksheet. Include the cost of a virtual show as well Are you starting to see the real value of DRJ Fall 2021? Let's keep going!

Here's a sample conference value breakdown

What is the financial incentive of attending DRJ Fall 2021?

SAMPLE		
Included with registration		
5 interactive workshops	Similar sessions might cost \$500 x 2=\$1,000	\$1,000
7 breakout tracks	Similar sessions might cost \$500 x 2=\$1,000	\$1,000
8 keynote sessions	Face time with these luminaries might cost \$300/hr x 8 hours = \$2,400	\$2,400
Virtual Conference		\$995
6 meals and 3 refreshment breaks	\$50/meal, \$10/beverage	\$630
Insights to respond swiftly to disruptions	Average cost of downtime is \$7,900 PER MINUTE.* If DRJ helps you respond even 2 minutes faster: \$7,900x2=\$15,800	\$15,800
VALUE OF DRJ FALL 2021		\$21,825
MEMBER COST (insert total from page 2 Expense Worksheet)		-\$3,000
MEMBER BENEFIT		\$18,825

*According to Emerson and Ponemon's 2013 downtime assessment studies.

ENGAGEMENT ACTIVITIES

Activities to complete before, during, and after the event to maximize your conference ROI.

PREPARE FOR THE DAY OF THE CONFERENCE

Maximize the value of DRJ Fall 2021 by planning your approach ahead of the conference day.

What challenges am I trying to solve?

- 1.
- 2.

Who might I connect with to find solutions (colleagues, presenters, vendors, etc)?

- 1.
- 2.

What questions will I ask during the workshops and sessions

- 1.
- 2.
- 3.
- 4.

Looking at the conference agenda, I plan to take advantage of these opportunities in particular:

- 1.
- 2.
- 3.
- 4.

 **DRJ FALL 2021**
Sept. 19 - 22, Phoenix

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DESERT RIDGE RESORT & SPA**
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DRJ Fall 2021 agenda is packed with engaging, interactive, and purposeful sessions to give you the skills and tools you need to put business continuity into practice.

The largest event
dedicated to managing
risk and resiliency in 2021

**Hear 85+ experts speak
on building resiliency**

DISASTER RECOVERY JOURNAL
DRJ

REGISTER NOW

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